

Criteria Menu #9

Participate in one national health campaign such as Red Ribbon Week, National Nutrition Month, or Green Ribbon Month.



Definition: Promote and participate in one nationally recognized health campaign. Throughout the month, week, or day of the campaign participate in events that promote the campaign and teach students the importance of the campaign.

Resources

National Health Observance Calendar

<http://www.healthfinder.gov/library/nho/nho.asp>

Fruits & Veggies—More Matters Month® <http://www.fruitsandveggiesmorematters.org/>

Green Ribbon Week (September)

<http://health.utah.gov/vipp/pdf/GRM%20Packet%20or%20VIPPP%20Website.pdf>

Red Ribbon Week (October)

<http://www.nfp.org/>

National Nutrition Month (March)

www.eatright.org

National School Breakfast Week (March)

www.asfsa.org

Go Red for Women (February)

www.americanheart.org

Unplug 'n Play/TV Turn-Off Week (April)

www.checkyourhealth.org or

www.screentime.org

Mental Health Month (May)

<http://www.mentalhealthamerica.net/>

World No-Tobacco Day (May)

www.who.int



Assignments

School Coordinator Assignments

- Determine which campaign would be best for your school
- Get a group together to help plan the events of the campaign
- Encourage teachers to teach about the campaign in the classroom

Mentor Assignments

- Help plan the campaign
- Make posters/flyers promoting the campaign
- Attend any events
- Give School Coordinator ideas for teachers to incorporate the campaign in the classroom
- Write a description for the mid-year and end-year reports



Additional #9 Ideas

- Involve the PTA
- Hold a different event each day of the week to promote the campaign
- Add information to monthly newsletters
- Start the day, week, or month with an assembly
- Include information about the campaign in morning announcements
- Get families involved with Go Red for Women using the “Love Your Heart Activity”



National Health Campaign Description Template

A description must include specific details describing how the school completed the criteria. If you are writing a description for criteria that the school achieved in previous years please include a description of what the school is doing **this year** to maintain that level not what they did in previous years.

A Gold Medal Schools description does not require an Intent, Rationale, Reinforcement or the principal's signature. Use this template to write your description (all information is required).

A sample description for this criterion is provided on the next page.

The description must include...

- ☐ Which national health campaign the school participated in
- ☐ A description of the activities that were held throughout the day, week or month to promote the health campaign



National Health Campaign Description

Green Meadow Elementary participated in Red Ribbon Week to encourage students to stay drug free. We had an assembly on Monday, October 24 to kickoff the week's events. After the assembly students were encouraged to pledge to be drug-free by signing a poster. The poster was then placed at the entrance of the school to remind the students that they pledged to stay drug-free. Other posters were made to decorate the halls and to remind the students of the week's events.

In their art classes students participated in the "Say Goodbye to Joe Camel" poster contest. Students made posters to encourage others to quit smoking. Each class picked the best poster from their grade level. The winners were awarded a ribbon and a Gold Medal School t-shirt.

Teachers showed **Smoke Screeners**, a video teaching students how to recognize the use of tobacco in popular entertainment. After the video, teachers taught that tobacco is a drug and that when students pledged to stay drug-free they also pledged to stay tobacco free.

Students were encouraged to wear Red on Friday, October 28 to show their commitment to staying drug-free.